

Answers to Questions from Vendors

1. Do you know what demographics / racial ethnic groups Adventist Health Care served prior to leaving the City?

Response: Montgomery County is 69% white, 16% black, 15% Asian/pacific. Prince George's County is 29% white, 66% black, 4% Asian/pacific. 2% in each county report themselves as biracial. Hispanic/Latino/Other is 13% Montgomery County, 10% P.G. County. Montgomery County has a population of approximately 925,000; Prince George's County has a population of approximately 850,000.

2. Do you know the geographic area that the hospital served? In other words, did most or all of the hospitals clients come from within the city limits?

Response: In CY 2006, 41% of Washington Adventist Hospital discharges lived in P.G. County, 40% in Montgomery County, 7% in DC and 13% elsewhere. Langley Park/Hyattsville, zip code 10783 was top ranked zip code (9%) for discharges, followed by 20912 (Takoma Park) 7% and 20904 (Silver Spring, Colesville) and 20782 (Hyattsville) both 5%. See <http://www.adventisthealthcare.com/pdf/AHC-CHD-ProgressReport-2007.pdf> for more details.

3. Is the Scope of the Needs Assessment limited to the four languages (English, Spanish Amharic, and French) you have identified in the RFP?

Response: Yes, the scope is limited to the four languages listed in the RFP.

4. Is there a page limit on the proposal? What is the ceiling on the budget?

Response: The proposal is limited to 25 pages. The budget ceiling is \$20,000.

5. What is the price range?

Response: The budget ceiling is \$20,000.

6. Are you saying that some residents whose native language is Spanish, Amharic or French -- but who also speak and read English -- might be included as part of a focus group, but that no translation scripting or language-proficient leader will be needed?

Response: No, there is a need to communicate with non-English speakers in their own language.

7. The RFP asks "responses from reputable firms, having experience with this methodology and having done research in the Maryland area in the past." Our research/communication associate has extensive credentials from work in other states, but has only recently

relocated to Maryland; do we still qualify?

Response: Yes, your firm would still qualify.

8. To get a sense of the scope of this HSIC project, would be a proposal deemed excellent be budgeted at \$50,000 or more?

Response: No, a \$50,000 proposal would be excessive.

9. Can you please provide the anticipated level of effort for this RFP?

Response: Estimate .25 to .35 FTE.

10. What is the time line for conducting focus groups and providing a final report?

Response: Three months to conduct focus groups and produce a final report.

12. What are your immediate goals for the focus group findings?

Response: An immediate goal is to acquire a broad understanding of the healthcare needs of the community: What needs are currently being met? Which are not? What specific impact will the departure of the hospital from the area have? And how might any difficulties generate by the hospital's relocation be mitigated?

13. What do you expect to do with the information you learn from the focus groups long-term?

Response: Make specific recommendations to the Takoma Park City Council and the Montgomery County Council regarding the healthcare needs of the community.

14. Can other methodologies be suggested to reach the population you are looking to speak to other than traditional focus groups? For examples on - line to reach the nonprofit organizations and opinion leaders or in-home for the disabled/elderly.

Response: We would consider other methodologies.

15. If an outside facility is used to recruit and host the sessions, do you need their contact information in the proposal?

Response: Information on outside facility would be useful, but it is not required.

16. Are there a number of research sessions City of Takoma Park is interest in conducting or are you taking suggestions from the research supplier?

Response: We believe that multiple sessions will be required, but we are taking suggestions from research organizations/vendors.

17. Will a list of potential participants be provided by the City of Takoma Park for the nonprofit organization and opinion leader groups?

Response: Yes a list of potential participants will be provided by the City of Takoma Park for the nonprofit organization and opinion leader groups.

18. When is the City of Takoma Park looking to conduct the research and who will complete the final report?

Response: The City of Takoma Park would like this research to be conducted in the three months immediately following the selection of a research firm. The final report will be done by the vendor who receives the contract for this work.

19. For the Spanish-speaking groups, will a translator be needed for the backrooms for those that don't speak /understand Spanish?

Response: I don't understand the questions. We anticipated that focus groups will be conducted in one language at a time (i.e., English-speaking groups or Spanish-speaking groups or Amharic-speaking groups, etc.). However, we are willing to entertain alternative suggestions from research organizations bidding on this contract.